

CLAIMS

I claim:

1. A network-based publishing franchise system comprising:
 - a. a Franchisor server maintaining a Franchisor website on a communications system;
 - b. a Franchisor computer linked to said server and having an initiation module, a website module, a hosting application, a support module, and a reporting module;
 - c. said initiation module having a Content Management Application, a Content Management Application Training Application, and an Ad Sales Training Application;
 - d. a Franchisee computer linked to said communication system and to said Franchisor website;
 - e. said website module providing a Franchisee website, said Content Management Application providing a publication engine, and said hosting application maintaining said Franchisee website, each from said Franchisor computer through said server and said communication system; and
 - f. said initiation module providing to said Franchisee website, and to said Franchisee computer, said Content Management Application, a training module, a posting module, and a reporting module, from said Franchisor computer through said server and said communication system.
2. The system of claim 1 wherein said content management application provides an editing function and a publishing function for information content and for advertisements on said Franchisee website through said posting module.
3. The system of claim 2 wherein said advertisements include commercial advertisements and classified advertisements.

4. The system of claim 2 wherein said training module implements said Content Management Application Training Application and said Ad Sales Training Application on said Franchisee website and/or said Franchisee computer.

5. The system of claim 4 wherein said support module provides to said Franchisee website and said Franchisee computer technical support, upgrades, programming services, a national classified ad network system, and a national advertising system.

6. The system of claim 5 wherein said reporting module implements reporting revenues and making Franchise payments by a Franchisee to a Franchisor.

7. The system of claim 1 wherein said Content Management Application contains a plurality of databases providing news, advertisements, photography, community information, audio and video presentation, polls, events, school information, directories, tourist information, and E-commerce opportunities.

8. The system of claim 1 wherein said Franchisee website is linked to said Franchisor computer through said Franchisor server.

9. The system of claim 8 wherein said Franchisee website is linked to said Franchisor computer through said Franchisor website.

10. The system of claim 1 wherein the publishing Franchise is a newspaper Franchise.

25 11. A method of franchising network-based newspaper publishing, comprising:

- providing to a Franchisor a computer, a server, and a website, said computer, server, and website linked by a communications network;
- providing to a Franchisee a computer and a communications network;

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- c. providing the purchase of a network-based publishing franchise to a Franchisee through said Franchisor website;
- d. creation of a Franchisee website by a Franchisor from said Franchisor computer through said server and communications link;
- 5 e. providing to said Franchisee website and Franchisee computer a Content Management Application having a publication engine, from said Franchisor computer through said server and said communications link;
- f. providing to said Franchisee website and said Franchisee computer a training module for said Content Management Application and for selling advertisements and services, from said Franchisor computer through said server and said communications link;
- 10 g. completion by said Franchisee of training requirements;
- 15 h. hosting and supporting of said Franchisee website by the Franchisor from said Franchisor computer through said server and communications link;
- i. publication by the Franchisee on said Franchisee website over said communication network; and
- j. reporting revenues by the Franchisee to the Franchisor and making franchise payments by the Franchisee to the Franchisor.

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12. The method according to claim 11 wherein said Content Management Application provides an editing function and a publishing function for information content and advertisements on said Franchisee website through a posting module.

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13. The method according to claim 12 wherein said training module further comprises a Content Management Application Training Application and an Ad Sales Training Application.

14. The method according to claim 13 wherein said hosting further provides maintaining said Franchisee website and posting publication by the Franchisee on said Franchisee website.

15. The method according to claim 14 wherein said supporting further provides technical support, upgrades, programming services, a national classified ad network system, and a national advertising system.

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16. The method according to claim 15 wherein said reporting and making payments is provided by a reporting module.

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17. The method according to claim 16 further comprising the step of collecting revenues by the Franchisee from advertisers.

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18. The method of claim 17 wherein said Content Management Application contains a plurality of databases providing news, advertisements, photography, community information, audio and video presentations, polls, events, school information, directories, tourist information, and E-commerce opportunities.

19. The method according to claim 12 wherein said advertisements include commercial advertisements and classified advertisements.

20. The method according to claim 11 wherein the publishing is newspaper publishing.